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ABSTRACT

Charting the ever-increasing integration of "academics" into the business world, this book uses specific examples to describe how the research and analytic skills developed in an academic setting can offer new approaches to problem solving in the business arena. Of use to employers, corporate headhunters and recruiters, and academics seriously considering a career change, the book provides information on finding appropriate workers and positions, and offers insights into bridging the gap between the academic and corporate "cultures." Following a foreword by Roger B. Smith, former Chairman and CEO of General Motors Corporation, chapters in the book are: (1) Worlds in Change: The University and the Corporation; (2) Leaping Off the Ivory Tower; (3) Landing in the Corporate Corridor; (4) Arriving Prepared: Transferable Skills; (5) Clearing Customs: Bridging Academic and Corporate Cultures; (6) Hearing from Employers: Return on Investment; and (7) Looking Ahead: The Future of the Corporate PhD. Contains 50 references. An appendix lists corporate PhDs, employers, and other PhDs interviewed. (RS)

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